

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LVI No. 7

OCTOBER 1, 1932

Per Copy 15c

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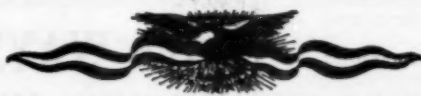
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39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

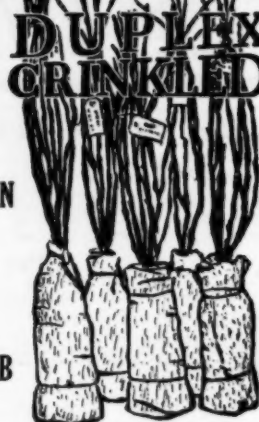
Write for Samples and Price List

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DOES A
BETTER JOB



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BUNDLES

KEEPS THE
MOISTURE IN

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The above is an excerpt from an article by a prominent British advertiser. It certainly hits the nail on the head. Without a doubt, it is the man who is advertising now consistently and attractively, who will reap the first and full benefits of a return of normalcy in public buying.

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It's Just Chuck Full of
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Newark, New York.

1847



1932

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MENTOR, OHIO

AMERICAN NURSERYMAN — October 1, 1932

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

L. M. GEMINDER
General Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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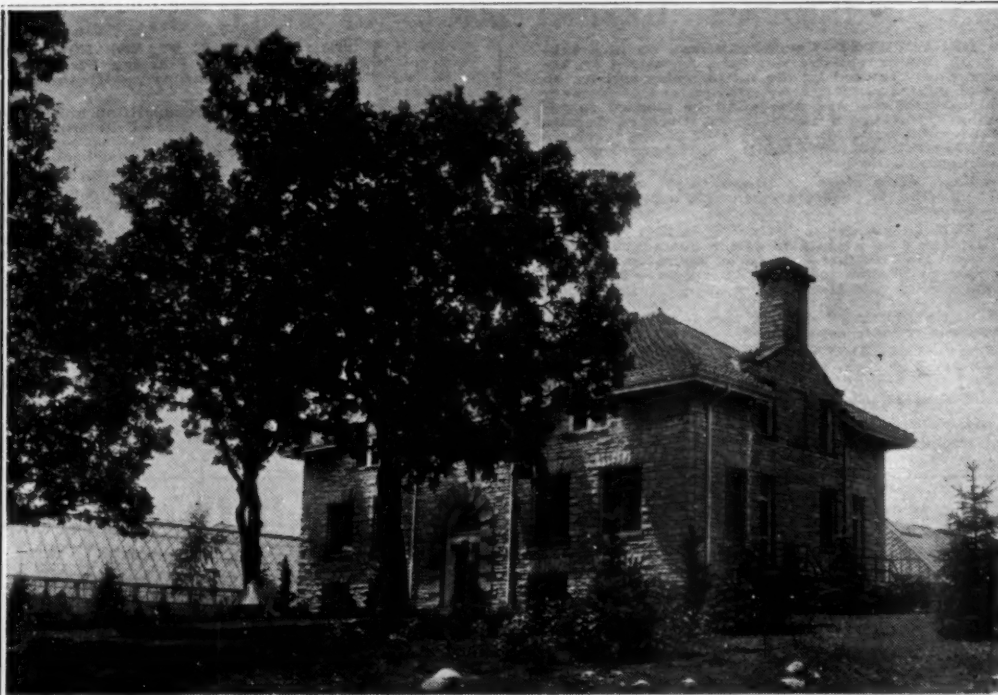


LESS THAN FOUR CENTS A WEEK—

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every state in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.00 per year; two years for \$3.00. A one-inch advertisement for \$2.10; under yearly term, \$1.90



The office ground of the Sherman Nursery, Charles City, Iowa, has been "dressed up" with a very fine planting of evergreens and shrubs. Firs, junipers, arbor vitae and spruce feature the foundation planting with beautiful Grootendorst roses to add color. Several beds of hardy roses and shrubs fill in the corners. An attractive planting of evergreens of sixteen different varieties decorates the space between the south side of the office and the greenhouses. All trees and plants are labeled for the information of visitors who are welcome at the Sherman Nursery—1000 acres in Nursery Stock.



A Nursery scene at Mount Arbor Nurseries, Shenandoah, Iowa, showing Moerheim Grafted Blue Spruce.



Ruedlinger Nursery, Minneapolis, Minn., Nursery Display Grounds

At the Left—Three of the principal Apple Seedling Grades
—Courtesy Mount Arbor Nurseries, Shenandoah, Iowa

The Nurseryman's Forte:
To Make America More Beautiful and Fruitful

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LVI

ROCHESTER, N. Y., OCTOBER 1, 1932

No. 7

Serious Menace Presented by Dutch Elm Disease

Few Cases Discovered So Far in This Country—Disease in Epidemic Form Abroad
Causing Wholesale Dying of Elm Trees

O. N. Liming, of the Ohio Agricultural Experiment Station at Wooster, gave a survey of the Dutch elm disease in this country and abroad before the National Shade Tree Conference in Rochester, N. Y., in August.

Mr. Liming said that although no new cases of the Dutch elm disease were reported this year in this country, the reports received from Europe were very discouraging. German has given up hope of saving any of her elm trees; a similar condition is reported in France. In England every year it covers a wider territory. Holland reports the disease in epidemic form, but not quite as severe as last year.

The American people are not fully aware to the danger of this disease gaining a foothold in this country. Mr. Liming says the matter must not be left to guess work. If there is the least bit of doubt, as to whether an elm tree is so affected, make sure it is or is not by sending a sample bunch of twigs to the Ohio Agricultural Experiment Station at Wooster, for examination by specialists who are studying the subject, Mr. Liming urged. The Federal government is cooperating with the Ohio Station in this very important work. A whole laboratory at Wooster is devoted to the subject; six men are in the field making intensive survey in sections where the few diseased trees found in this country originally stood.

Haven Metcalf, Bureau Plant Industry, U. S. D. A., Washington, D. C., says: "This serious disease of elms was first found in Holland about 13 years ago. The external symptoms of the Dutch elm disease are much like the familiar symptoms of maple wilt. The earliest symptom is discoloration and withering of the leaves in the crown of the tree or at the tips of side branches, followed by rapid defoliation. In England these symptoms usually occur about mid-summer. In our climate I should expect them to show up earlier. The attack is more conspicuous in young elms, say up to about 40 years of age, than in older trees. In these young trees the attack proceeds very rapidly, so that the tree may lose most of its leaves within a week's time. A single defoliation does not kill the tree, however. In larger trees the infection is often limited to isolated branches, and the trees may live a number of years. Dying trees frequently produce suckers at the base of the branches and on the trunk. The appearance of an elm tree affected with this disease is strikingly like that of a maple dying of maple wilt.

"The diagnostic symptoms of the disease are found by cutting across diseased twigs and branches. Such sections show one or more rings of dark brown spots in the youngest wood near the bark. When the disease is pretty well advanced these spots coalesce

to form a ring. If a diseased limb is cut lengthwise the rings show as dark streaks. These dark spots, rings and streaks, constitute the most characteristic symptoms of the disease. From these streaks the fungus which causes the disease is readily isolated. The disease is caused by the fungus *Graphium ulmi*.

"The disease now occurs throughout northern continental Europe and in Great Britain. All species of elm now cultivated in western Europe appear to be susceptible, including our *Ulmus americana*, although *U. vegeta* and *U. fulva* are said to be somewhat resistant. There is no evidence that the disease attacks any other trees than the elms."

Four cases of the Dutch elm disease were discovered in this country in 1930, three in different parts of Cleveland, Ohio and one in Cincinnati; last year eight were reported. How the disease spreads is not perfectly clear. It is stated as likely that the spores of *Graphium ulmi* are carried by wind and that they enter the wood by way of small wounds. When diseased trees are found in this country they are destroyed.

There is one native disease of elms that from its external symptoms might be confused with the Dutch elm disease. This is a canker disease caused by the fungus *Sphaeropsis ulmicola*, and it not uncommon in the Lake States. This disease, however, is characterized by definite cankers on the trunk and limbs; the dark spots, rings and streaks described by Mr. Metcalf are lacking.

The Dutch elm disease, which was first noticed in the Netherlands in 1919, has caused the destruction of many elms in that country, reports the U. S. Department of Agriculture. There is as yet no indication of any decrease in its virulence. It quickly spread to Belgium, Germany, and France, where in many localities it is likewise causing widespread death of elms. In Great Britain the first case was found in 1927, and now the disease is reported as prevalent in the southern part of the island. It has already spread into Norway, with a cool climate, and into northern Italy, with a warm climate, which indicates that the disease flourishes under widely different conditions of temperature. Available government funds are merely sufficient to do the necessary cultural work on specimens to make some research studies, and to conduct inspection around known infections. State pathologists, foresters and state departments of agriculture in the important states are fully alive to the danger from this disease and are cooperating in the survey now being made. But the cooperation of tree workers and owners in locating and sending in twig and branch specimens from elm trees suspected of being infected with the Dutch elm disease is also necessary, states the U. S. D. A. The territory over which the elm grows is so extensive that the only possible way of securing an estimate of present conditions is through widespread cooperation.

The best specimens for laboratory culture work are twigs and small branches from one-quarter to 1 inch in diameter and from 5 to 10 inches in length. They should be

taken preferably from a part of the tree that has recently wilted or died or that has small, undersized leaves, rather than from parts that have been dead for many months. Several such pieces should be securely wrapped in paper and mailed to the Dutch Elm Disease Laboratory, Agricultural Experiment Station, Wooster, Ohio, together with a letter giving the location of the tree and its symptoms. The package should bear the name of the sender, and if specimens are from more than one tree, each should be numbered or otherwise designated. The specimens will be cultured and the cause of the disease determined at the Dutch Elm Disease Laboratory, which is cooperatively maintained by the Bureau of Plant Industry and the Ohio Agricultural Experiment Station. Information regarding the results of the cultures will be sent to each collector.

Reforestation On Big Scale

The ninth annual reforestation tour by N. Y. state and county officials was held September 23-25, the tour starting with a visit to the Saratoga Nursery, the largest of the state's six forest tree Nurseries. Many stands of state-planted timber at various stages of its growth were inspected.

The purpose of these tours is to inform the public of the methods used by the state in reforesting not only its own forest preserve but the new areas recently purchased under the reforestation amendment to the Constitution, whereby upwards of a million acres of abandoned farm land are to be planted with trees over a period of 14 years.

In the present year, the State of New York has planted more trees than any state ever planted in any one year in the whole history of the reforestation movement—22,000,000, on 27,000 acres. This is exclusive of any trees planted by counties, cities, water districts and private conservationists, all of whom obtained their trees from the Conservation Department Nurseries.

Dutch List of Rose Names

The Society Boom-en-Plantenbeurs, Boskoop, Holland, has recently issued a "List of Rose Names," embodying over 5000 varieties arranged alphabetically and briefly discussed. The book is printed in Dutch but contains toward the end translations of the Dutch varieties in French, German and English. There is also a section devoted to synonyms, showing that some 300 varieties have been known under two or more names. The book may be obtained from the Society for \$2.00 per copy.

Fireproof Trees

State Forester H. A. Smith has planted a pound of red alder seed in the State Forest Nursery at Camden from which he expects to produce 50,000 plants. He plans to distribute the trees throughout the state. The trees, he says, are impervious to fire in their natural state and will go far toward checking forest fires once they have started. The trees are expected to mature in four or five years.

Plans for Cooperative Association Submitted

To Southwestern Nurserymen—More Orderly Production, Surpluses Held To a Minimum, Good Prices, Seen As Direct Benefits Of Such An Organization

THE subject of cooperative marketing was fully presented to the Southwestern Nurserymen at the Dallas convention of that organization last month by W. C. Griffing, Beaumont, Tex., and C. H. Alvord, regional representative of the Federal Farm Board. Nurserymen were interested in learning whether an organization of the Nursery trade for the purpose of taking advantage of the government's plan for the cooperative marketing of farm products (including Nursery products) would be feasible. The Federal Farm Board, organized for the purpose of bettering agricultural conditions generally, lends money to agriculturists who are joined in cooperative marketing associations, but it does not lend direct to the individual or even to a single marketing association. It lends money to an organization composed of several groups of growers throughout a section of the country, or to a national association composed of sectional organizations. The Act establishing the Federal Farm Board reads "to promote the effective merchandising of agricultural commodities in interstate and foreign commerce and to place agriculture on a basis of economic equality with other industries."

Purposes of F. F. B.

It proposes to "protect, control and stabilize" such commerce "by minimizing speculation; by preventing inefficient and wasteful methods of distribution; by encouraging the organization of producers into effective associations or corporations under their own control for greater unity of effort in marketing and by promoting the establishment and financing of a farm marketing system of producer-owned and producer-controlled cooperative associations and other agencies; and by aiding in preventing and controlling surpluses in any agricultural commodity, through orderly production and distribution, so as to maintain advantageous domestic markets and prevent such surpluses from causing undue and excessive fluctuations or depressions in prices for the commodity."

The Board is given broad powers for investigation, and \$1,500,000 was appropriated for the fiscal year 1929-1930. The Board is authorized upon application by any cooperative association to make loans to assist in effective merchandising of agricultural commodities and food products thereof; the construction, purchase or lease of marketing facilities when suitable facilities are not available; the formation of clearing house associations; and extending the membership of the cooperative association by educational methods. The rate of interest on loans shall not exceed 4 per cent, and payments of principal and interest shall be covered into the revolving fund.

Farmers' cooperative associations transacted business to the amount of \$2,300,000,000 in the 1927 marketing season, according to a report in 1930 by the Division of Cooperative Marketing of the Department of Agriculture for the then 11,400 active associations listed by the Department.

Mr. Alvord told Nurserymen that the extent to which cooperative marketing has been adopted by various branches of agriculture is little realized; that it was a fact that cooperative marketing associations have been the largest single factor in the marketing of the nation's cotton, wheat, rice and livestock production, and it has been a big factor in the wool, dairy products, cotton seed and various other crops. Government experts having studied all forms of cooperative agricultural marketing, both in this country and in Europe, for something like fifteen years, are in position to aid any agricultural industry at all stages of its effort to

organize for this purpose, helping it to avoid legal and many other pitfalls.

Benefits To Nurserymen

The following benefits accruing to Nurserymen as the result of the formation of a marketing association were advocated:

- 1—Controlling production so that surplus stock would not accumulate.
- 2—Standardization prices so that the stock can be sold to the consumers in large quantities at a lower price—by growers handling in quantity.
- 3—Educating the public to using only standardized, graded and high quality improved varieties of certified ornamentals, roses, fruit and shade trees, etc.
- 4—Combined advertising, issuing catalogues, stationery, etc., at a great saving.
- 5—Salesmen would not duplicate efforts, as one salesman in a territory would be all that would be necessary.
- 6—Able management of various branches would enable the association to get the best man, where individual Nurserymen have divided attentions.
- 7—Collections, by terms of sale, etc. Accounting costs could be greatly reduced.
- 8—Combined purchase of seed, fertilizer, packing materials, etc., to reduce costs.
- 9—Legislative measures of inspection, taxes, and insurance; also reduced railroad and truck rates could be better handled as coming from a cooperative association wherein all Nurserymen are interested.

Nurserymen Favor Proposal

The Southwestern Nurserymen after presentation of the subject were disposed to take some definite action on the proposed plan. The special committee appointed by President Baker to further study the matter of forming a cooperative association met after the regular convention sessions had adjourned and drew up the following set of recommendations, which have been submitted to members of the association by mail. The form of organization as drawn up does not include the cooperative marketing feature. The idea is that this particular feature may be added at any time it is desired. The recommendations, as drawn up, list a number of advantages accruing to members joining such an organization. The committee, composed of Edward Baker, Fort Worth; W. C. Griffing, Beaumont; George Verhalen, Scottsville; C. C. Mayhew, Sherman; A. B. Mayhew, Sherman; and Tom Foster, Denton; recommended the following:

- (1). That the association must incorporate under the Texas cooperative law without capital stock.
- (2). That individual Nurserymen will apply for membership in the association and pay a membership entrance fee.
- (3). That each Nurserymen, as he becomes a member will pay annual dues in an amount to be fixed in the by-laws of the association.
- (4). That the association after it has been chartered will adopt a standard set of by-laws, covering the operations of the associations and the management of the members.
- (5). That the board of directors will then study the matter of a membership or marketing contract; however, it is the thought of this committee that the marketing contract should be an agency contract, leaving the title of each member's Nursery stock in the member, rather than in the association as is usually done in most other commodity associations.

It is also the thought of the committee that the contract should be very liberal, allowing the members the privileges of terminating any year.

(6). That as members of the association will be appointed as agents of the association in the handling and sale of his Nursery stock, as well as the Nursery stock of any other member of the association under contract as desirable.

(7). That the association will not have an

expensive overhead, but that a reasonable working capital will be provided for on the following basis:

- (a). By collecting a membership fee from each member entering the association.
- (b). By collecting annual dues from each member.
- (c). By retaining a small commission paid to members on sales.
- (8). That no assessments will be levied against any member of the association nor any member be liable for any debts of the association.
- (9). That in addition to the benefits to be gained by members of the association in stabilizing sales and prices of Nursery stock, they will also be benefited as follows:
 - (a). The association can assist the members in the wholesale purchase of fertilizer, insecticides and other supplies, and also formulate a material saving in advertising expenses and publishing catalogs through cooperative efforts.
 - (b). The committee believes after this association is formed it should join the Texas Co-operative Council, an association of co-operatives already in existence with headquarters in Dallas, Texas, which operates at a nominal expense for the purpose of promoting the interest of its membership in legislative matters.
 - (c). That after this association is formed, it may, if its membership so desires, set up a subsidiary financial corporation, which would be eligible to secure Government and other loans for the benefit of its membership at lower rates of interest, and on longer terms than are now available through regular banking channels.
- (10). That each member of the association will have only one vote, and that they will elect annually a board of directors who will operate the association.
- (11). That by organizing such an association under the Texas cooperative marketing act, the members will be relieved from any of the dangers now confronting them by reason of the anti-trust laws.
- (12). While the association is formed primarily for the purpose of stabilizing prices through intelligent marketing and the elimination of destructive competition, the signing of the marketing agreement will be entirely optional with the individual member.
- (13). The preliminary expense incident to the association will be approximately \$60, and this will include the preparation of legal papers, filing of the charter with the Secretary of State, and the committee recommends that this expenditure be authorized and that the president be instructed to proceed at once with the incorporation of this association under the name of "Nurserymen's Cooperative Association" with headquarters at Dallas, Texas.

R. De Wilde has been made vice-president of the Perkins-De Wilde Nurseries, formerly Jackson & Perkins Nurseries, at Shiloh, N. J. Mr. De Wilde had been superintendent ever since the branch Nursery was started. He is recognized as one of the most expert growers in the country. George C. Perkins, now president of the New Jersey establishment, was for many years president of the Jackson & Perkins Company, but retired from active connections with that business about five years ago. C. Stuart Perkins is secretary-treasurer of the now separate Nursery, and will reside in Bridgeton, N. J., in general charge of sales and office work.

An involuntary petition in bankruptcy was filed September 7 against Allen L. Wood, individually, and as the Woodlawn Nurseries, Rochester, N. Y.

The Farr Nursery Co. exhibit at the Hamburg, Pa., Flower Show was one of the outstanding features of the Show. The exhibit was arranged in the form of an outdoor living room, complete in every detail. The Farr Nursery is located at Weiser Park, Pa.

Shall We Organize a Cooperative Association?

W. C. Griffing, Beaumont, Texas, Answers This Question, Telling Southwestern Nurserymen In Convention Why Such An Organization Should Be Formed

W. C. Griffing, Beaumont, Texas, presenting the subject of the advisability of forming a cooperative marketing association, before the Southwestern Nurserymen's Association, said:

Shall we Nurserymen organize a Cooperative Association? The statement has been made and often repeated that a cooperative organization will not succeed unless it springs from "necessity." An organization founded on "dire need" certainly has the best opportunity to survive, but an organization for which there has been no well defined need is not likely to last very long. Nurserymen who are satisfied with the results secured without organizing, do not feel a real need for an association and their support of it probably will not be active. The necessity for an organization may arise from the lack of cooperative principles, overproduction, or from dissatisfaction with existing agencies.

There are many other existing organizations that are in fine running order based on cooperative principles, including the following commodities: Citrus fruits, vegetables, apples, cotton, dairy products, wheat, rice, live stock, tobacco, nuts, poultry and eggs, seeds, potatoes, and coarse grains. If other products are subject to this magnitude of importance, why should Nurserymen who have agricultural products of varied assortment trees, shrubs, roses, etc., not fully appreciate the opportunities of development and organize a cooperative growers association?

Leaders of our country have said that agriculturists are the most difficult to organize, but at the same time are blessed with the best opportunities for assistance of any known profession. If we have these opportunities and inducements offered through the Federal Government, then why not take advantage and profit by these? Common sense principles must be adhered to in organizing Nurserymen, as they are in other industries, as it cannot be expected that much interest will be shown in an organization operated for the profit and benefit by a few individuals. The term "Cooperative" is often used very loosely with the results that many people do not have a well-defined idea of its meaning. Distribution of profits is made in accordance with the money invested, and voting power is regulated in the same manner.

In order to insure the efficient production and sale of trees, plants, shrubs, roses, etc., grown by Nurserymen; to promote, foster, and encourage the sale of our products cooperatively, to reduce speculation, to stabilize the markets, and hold up the value of our products, and to obtain benefits under the Agricultural Marketing Act of the Federal Farm Board, it is up to us to first organize a non-profit Cooperative Growers Association without capital stock. The government has forms of constitution, by-laws, growers agreement, etc., available which we can change to fit our various conditions.

The Federal Farm Board created the agricultural marketing Act, under which cooperative associations are eligible. The system of organizing is given through Bulletins issued by the Department of Agriculture and the Federal Farm Board, and special representatives of the government are available to assist in the organization of these associations, and to help them in many other ways to get started. The real ties so that this industry will be placed on a basis of economic equality with other industries; to eliminate duplicated sales expense; help the producers get good returns from their products; and assist in preventing surpluses. More specifically, the policy is explained partly as follows: "To protect, control, and

stabilize the commercial currents in the marketing of Nursery Stock."

It can be plainly seen that **Stabilized Prices, Combined Advertising, Sales Efforts, Traveling Expenses, Standardized Grading, Loss in Shipping, Over-Production**, and many of our other problems may be very ably and financially helped through an organization of this character.

If we Nurserymen have need of such an organization to help stabilize prices, standardize and sell our products, then we should get together—all growers of Nursery stock, no matter how large or small.

This is no new problem. Cooperation has been in existence for a long time. No selfish motives have been considered in the proposed organization—on the contrary, it is hoped an organization of this kind will benefit every Nurseryman. This association should be controlled by the growers themselves; such profits as are made by the association should be proportionately divided among its members. At the head of this association there must be a capable and qualified manager. This manager should not be in any way connected with any of the present Nurseries; he should be the very highest type of business man, familiar with cooperative principles. Able management is one of the most important requirements of a successful organization. The directors, themselves, should be broad-minded men who have the interest of all Nurserymen at heart. There should be a capable and efficient sales-manager, and such other departments as are determined necessary in the functioning of the organization. Of vital importance is the accounting records; the condition of the business should be available at all times through the department.

If other commodities are worthy of consideration in a cooperative way, the Nurserymen's products are equally important.

New Wax Emulsion

Crystal No-Dri is a scientifically prepared wax emulsion used in the treatment of many forms of plant life to reduce losses due to desiccation during storage, grafting, budding, transplanting and many other propagating and horticultural operations. It is especially effective when a water-proofing agent is required.

Tests conducted by Dr. V. T. Stoutmeyer of the Iowa State College at Ames, showed that when Crystal No-Dri was used in connection with evergreen grafts a very satisfactory stand was obtained with absolutely no injury to the stock. This preparation is a product of the Crystal Soap & Chemical Co., Tacony, Philadelphia, Pa.

Nursery Catalogues Received

Naperville Nurseries, Naperville, Ill., Fall 1932 Lining-out stock list, 350 acres devoted exclusively to the growing of trees, shrubs, vines, evergreens, perennials, rock garden plants and lining out stock.

Storrs & Harrison Co., Painesville, Ohio, general Nursery catalogue, 1500 acres of growing stock, 78th year in business.

Chugai Shokubutsu Yen, Yamamoto, Kawabegun, nr. Kobe, Japan, descriptive catalogue of seeds, plants and bulbs, listing seeds of forest and ornamental tree and shrubs, perennials, lilies, vegetables and flower seeds, tree and herbaceous peonies, maples, wistarias, Japanese irises, lily bulbs, fern balls and designs, bamboo stakes, dried leaves, etc.

The Nurserymen's and Seedsmen's Association of Victoria, Australia, realizing the benefits to be derived from radio broadcasting, have drawn up a series of talks on horticultural information, for broadcasting during the remainder of the year—this new feature to be a regular association activity.

Atwater Garden Club, Atwater, Cal., have plans under way for securing Nurserymen to address future meetings of their organization.

Shade Tree Men To Meet

The seventh annual meeting of the New Jersey Federation of Shade Tree Commissioners will be held at Trenton, N. J., on October 11-12. It is quite possible that Nurserymen in surrounding territory at least may wish to attend the sessions of this organization, since topics of interest to Nurserymen are to be discussed at the meeting.

Following the annual business meeting at 5:00 o'clock, the annual banquet will be held at which time Prof. George R. Green, Penn State College, will give an address on "Trees and Characters." Prof. Oliver P. Medsger, Naturalist, is scheduled on the same occasion to speak on "Shade Trees from Coast to Coast."

October 12 will be Field Day, with a trip over Mercer County to points of historical interest, including Washington Crossing, Princeton Battlefield, State Park, Forest and Nursery at Washington Crossing and inspection of state and county highways. Beautification projects, Japanese Beetle station, and other points of interest will receive attention at that time.

At the luncheon on that day Jacob L. Bauer, State Highway Engineer will speak on the "Road Beautification Work of the State Highway Commission;" E. G. Rex, Supervisor, Plant Pest Control, State Department of Agriculture, will give a resume on "Japanese Beetle Control."

In the afternoon a complete tour of the county has been planned, allowing convention attendants an opportunity to inspect part of the \$30,000 highway beautification program on Brunswick Pike, under direction of the State Highway Commission. Two of the largest white oak trees in the state will be visited, as well as the Japanese Beetle Station at White Horse.

Hotel Hildebrecht at Trenton has been designated as convention headquarters.

The little bulletin entitled "The Shade Tree," published by the Federation, Secretary Philip E. Alden, Municipal Building, Kearny, N. J., advises us is mailed free of charge to all active and associate members of the Federation. While active membership is confined to duly appointed Shade Tree Commissions of the state of New Jersey, any interested party or organization is welcomed to associate membership, dues of which are \$2.00 per year. We believe many Nurserymen, especially in the state of New Jersey, would find associate membership in this organization a good investment, since much matter of pertinent value is contained in the monthly periodical "The Shade Tree."

Store Selling Troubles

Decision on a motion for change in place of trial to New York County in the suit brought by John A. Rowan, Dansville Nurseryman, against Bloomingdale Bros., Inc., big New York City department store, was reserved August 29th by Supreme Court Justice Knapp.

Rowan is suing to recover for \$1,275, amount claimed due for fruit trees shipped to the firm last February. The department store claims that Rowan dealt directly with Albert C. Trepel, lessor of a tree and seed department in the store, who has since gone into bankruptcy.

Bobbink & Atkins, Rutherford, N. J.; F. & F. Nurseries, Springfield, N. J.; and Cragholme Nursery, Greenwich, N. Y., were gold medal winners in the annual flower show of the White Plains and Central Westchester Horticultural Society held last month at Rye, N. Y.

Albert Lewis of Lewis & Valentine, Nurserymen of Long Island, and Harry B. Brainerd, city planner, were guests recently of the Borough Planning Committee of the Queensboro, N. Y., Chamber of Commerce. Both men spoke at that time.

Iowa=Minnesota Nurseries in the Limelight

**Radio Stations KMA and KFNF Attest To Shenandoah as a Seed and Nursery Center
—Minnesota Known as the Land of Ten Thousand Lakes**

AT Shenandoah, Iowa, the Nursery center of the Middle States, there are over 3000 acres devoted to the production of Nursery stock—over three million plants are distributed from this center each year for developing the orchards, parks and homes of the United States and Canada. The extent and variety of the production of this Nursery center compares favorably with that in Lake County, Ohio, of which Painesville is the center, regarded as the largest Nursery center in the United States. Both the Earl E. May Seed & Nursery Co. and the Henry Field Seed Co., located at Shenandoah, have built up enormous businesses through radio publicity, each concern having its own radio broadcasting station. The two largest Nurseries at Shenandoah, and outstanding Nurseries in the state, are the Mount Arbor Nurseries and the Lakes' Shenandoah Nurseries.

Mount Arbor Nurseries

The Mount Arbor Nurseries were established at Shenandoah in 1875 by T. E. B. Mason, a pioneer Nurseryman. The business was taken over by E. S. Welch in 1891 and incorporated in 1916. The business has grown and expanded under the present management until today it is one of the foremost Nurseries of America.

The concern specializes in growing a very complete line of general Nursery stock of the hardy outdoor varieties, such as fruit trees, small fruits, fruit tree stocks, deciduous trees and seedlings, ornamental shrubs, vines and evergreens, also roses, perennials and bulbs of all kinds. Fruit tree stocks, roses and perennials are very important items with the Mount Arbor Nurseries.

The company has unsurpassed storage facilities with its own side tracks and all necessary equipment, owning a large acreage of land. It states it is prepared to handle business in a prompt and efficient manner.

The Mount Arbor Nurseries motto is "Quality with Service."

Shenandoah Nurseries

In 1870, D. S. Lake, an eastern man, founded the Shenandoah Nurseries, and the first plant was made in that year at Shenandoah, Iowa, as the first plans were being laid out for the town. This concern has grown steadily for sixty-two years, from a five-acre plant to one of over five hundred.

Mr. Lake managed the business alone until 1913 when it was incorporated and his two sons, A. F. and R. S. Lake, were taken into the business. In February 1922, D. S. Lake died, and the two sons and daughter, Clara Lake Gidley, took over the business.

A complete line of all kinds of Nursery stock that is in active demand by the general wholesale trade is carried. The concern is pioneer grower of apple and pear seedlings. It is well equipped with large storage buildings; also greenhouses for propagating purposes and a large acreage of overhead irrigation. It owns ample land for growing a great variety of stock, and such items as cannot be produced at Shenandoah are grown on contract in localities which are especially suited to them.

Earl Ferris Nursery Co.

Ferris quality and service has carried on from father to son and grandson. It has stood the test of time. The quality of its product has been proven by the ever-increasing patronage from its thousands of customers.

Back in 1869 S. W. Ferris founded this Nursery in Hampton, Iowa, and built a reputation for unusual quality. His methods of growing extra strength, beauty and hardiness in trees, evergreens, shrubs and fruits have been handed down and improved from

one generation to the next in this family. Earl Ferris is president and general manager; S. W. Ferris II manager of propagation, service and landscaping. The Earl Ferris Nursery covers hundreds of acres of rich northern Iowa land; it ships Nursery stock to home owners everywhere, through a direct-by-mail sales program.

Sherman Nursery Company

This Charles City concern, incorporated in 1888, operated both a Nursery and a large dairy farm. On April, 1932, these two activities were separated—E. M. Sherman assuming ownership and management of the dairy farm; and J. F. Christiansen, a member of the Board of Directors of the company, appointed to head the Nursery business. W. B. Johnson is vice-president; C. C. Smith secretary-treasurer. No changes have been made in the force of superintendents, foremen, propagators or office workers, many of whom have been connected with the company for 20 years and more.

Rose Hill Nursery

This Panora, Iowa, Nursery, established in 1902, is both a wholesale and retail concern, with evergreens as a specialty, handling general Nursery stock. Says Fred Jackley of that concern: "In regard to business, conditions are very bad among the farmers, so that we receive practically no farm trade. But in the cities and small towns, there is a fair demand for fancy evergreens and some shrubbery. In general, business is about 50% less than a year ago."

The Perry Nurseries

At Perry, are one of the oldest established retail Nurseries in Central Iowa, having been founded in 1871. The specialty of this concern is choice named Peonies. During the last few years the company has grown a fine stock of shade trees for the wholesale trade.

The Baby of Them All

The Wilson Nursery & Landscape Service, of Marshalltown, Iowa, was established in December 1931. Says Proprietor Wheelock Wilson: "It is desired to feature service and quality at a reasonable price—though not featuring the latter. In fact it seems as though prices were already 'cut to the bone' in 1932 and the trend seems even lower for the coming season. We do not intend to cut any further—rather feature and perform a little more service, because prices are bound to rise and I am afraid that those who cut too hard—featuring price—will have real difficulty in raising the level again to a sub-

stantial profit. If we cannot make a sale at a profitable margin, we do not make the sale.

"We maintain only sufficient growing stock to take care of immediate needs preferring to purchase such stock as might be needed.

"As to the future—it is planned to grow in quantity but one or two items and to try to grow these as well as possible.

"Business is exceedingly slow in this section this fall. The general condition of trade here has been aggravated by the large percentage of banks closing which occurred during the past few months. This has tied up a goodly portion of the funds that might have been available. New building is at the lowest ebb in history.

"We do not look for a material improvement until 1933 at least; we are planning and trying to prepare for 1935-36."

May Nursery & Seed House

Earl E. May Nursery & Seed House, Shenandoah, Iowa, has been presenting semi-weekly over Station KMA, for more than three years, a radio act entitled "The Country Store." The roles in such acts are filled by clerks in the May seed stores. Mr. May, a school teacher in his younger days, plays the part of teacher of the radio country school.

Mr. May recently opened several stores in Omaha, calling them "trading posts," reminiscent of the days when the farmer swapped eggs and produce for anything he happened to want.

Brand Peony Farms

O. F. Brand, founder of the Brand Nursery Company at Faribault, established the first Nursery in Minnesota in 1867. He carried on a general Nursery business growing flowers as well as other Nursery stock. Among these, peonies had a prominent place. During his first years as a Nurseryman he gave much time and study to the production of new varieties of fruit adapted to the rigors of Minnesota climate. The knowledge and skill acquired in this work stood him in good stead in his later work as a peony breeder. In 1910 he retired, and the business passed into the hands of his son, A. M. Brand.

When O. F. Brand began to raise seedlings in 1899, his only thought was to produce one variety which he should feel worthy to receive the name of his wife, Mary Brand. For this purpose he chose a fine red. He took much pleasure after his retirement in seeing the great fields of peonies which had been developed as an outgrowth of his small



Radio Station KFNF, Henry Field Seed Co., Shenandoah, Iowa

beginnings, and was especially interested in the seedling beds where new varieties were tested out.

A. M. Brand was the companion and helper of his father in all his experiments. He literally grew up with peonies. Probably there is no other man in America who is devoting the experience gained during a period of over forty years to the improvement of the peony. He ranks as one of the world's best all-around peony specialists. Quite some time ago the company sold out their general Nursery business, to confine all their time to the culture of the peony, the iris and a few of the choicest shrubs and ornamentals.

Ruedlinger Nursery

This Minnesota concern was started in 1912 by C. N. Ruedlinger under the name of Cedar Hill Nursery. In 1922 Mr. Ruedlinger's two sons entered the business with their father, and the firm name was then changed to Ruedlinger Nursery. Arthur J. runs the Nursery which is located in St. Louis Park, and Rudolf N. helps at the Minneapolis office looking after the work there.

There are now thirty-two acres under cultivation. The business is mostly retail locally. Every spring for the past six years the company has held a Bulb Show. Several thousand invitations thereto are always sent out, and the Show is visited by a large number of people not only from Minnesota but from much of the surrounding territory. Orders are taken during that time for general Nursery stock, including perennials and evergreens, as well as for bulbs. Display grounds consist of rock gardens and pools.

C. N. Ruedlinger says that business this year is about the same as 1931 and 1930 in volume, but that net profits are quite a bit smaller owing to keen competition. He is confident that an upturn in business has started though he believes that boom times will not return until 1934 at least.

Pinecrest Gardens

Located on the Jefferson Highway, sixteen miles north of Minneapolis, was started ten years ago as a strictly berry growing farm. Success in berry production attracted the attention of other growers and created a demand for good plants. This trade has gradually widened till in the season of 1932 more than half a million plants were sent out from Connecticut to California. Many new varieties of fruits are tried out each year, but none offered for sale until they have proved their value. The production of some three thousand cases of berries during the season makes it possible to ascertain the relative value of varieties.

At present Pinecrest Gardens are specializing on Latham and Chief red raspberries and Beaver strawberries. This Nursery is known as The Home of Good Berry Plants.

Jewell Nursery Company

About 1870 Dr. P. A. Jewell and his wife landed in Lake City, Minn., in search of health and business. Attracted by the peaceful surroundings and its adaptitude to the Nursery business, they hung up their hats and began work. With them was Mrs. Jewell's brother, J. M. Underwood.

Finding in Minnesota no old orchards they began the making of such by starting a Nursery. Ten acres of land were purchased on the outskirts of Lake City and some root grafts of hardy apples were set therein. Orchardling was started by planting 700 trees of then supposedly hardy trees. Dr. Jewell died in 1879 and the business was left to J. M. Underwood. He incorporated it in 1880 with himself as president and S. M. Emery as secretary. Said Mr. Emery in the June 1924 issue of the *American Nurseryman*: "The first season we had four or five commission agents and a dealer or two. We entered the fall delivery with a \$5000 sale. I soon saw that we could not depend on commission men and to make a killing we must have salaried men who would get the business. This was done finally, having some 125 agents afield selling our goods. The last sale with which I was connected thirteen years later was \$185,000.

"The business was begun on literal shoe string, neither of us having a dollar of capital. Our local banks had faith in us and trusted us to the limit and when this was reached helped us to get in touch with the banks of St. Paul, Minneapolis, Winona and

Chicago. Deliveries being over, we would cash in, take our paper, and start over. Oftentimes the ink would not be dry on the paying checks until we would be signing a new paper. The latter-day evangels of the tree business know nothing of what we were up against in the olden time. Transportation in those days had not been systematized as it is now. Once nature had been kind and a good growth of stock secured, order taking had gone on fairly well, deliveries set, goods packed and on cars in order of delivery, it then became necessary for a reasonable man to mount the train with pockets full of cigars for train men, in hope of receiving their best aid in reaching destinations on time. The goods at destination, to rush back to superintend deliveries, seeing goods, well protected from the elements, and most important of all to secure the cash for same."

R. Underwood, son of J. M., is now president of the Jewell Nursery Co., John Nordine is vice-president, as well as editor of the *Jewell News-Reel*, a house organ that has received much praise throughout the trade.

Some years ago Mr. Nordine made the following pertinent remarks regarding progress of Minnesota horticulture: "Considerable interest is taken by eastern Nurserymen regarding the new fruits coming from the Minnesota Fruit Breeding Farm. I think some of these varieties, such as the new plums, the Latham raspberry, purple-leaved plum, and probably some of the new crabs, are going to be planted extensively all through the northern part of the country. With the Wealthy apple, they are going to join in putting Minnesota in an unique position in American horticulture. When one considers how narrow was the outlook of the pioneer of Minnesota horticulture fifty years ago, it seems quite remarkable that our state should now occupy the position of supplying new and profitable fruits to the older settled sections of the country."

Killmer's Northern Nurseries

Was organized at St. Paul about ten years ago, doing some retail business, but the majority of it is wholesale. This Nursery's specialty is "Jumbo Brand" XX Grade Forcing Roses in all leading varieties. Says Earl C. Killmer: "We specialize in French lilacs, evergreens and rose plants, supplying the greenhouse trade with forcing stock and a general line of other roses to the wholesale trade.

"Our coming business will be on rose plants in our Pro-Tek-Paks, which we placed on the market last year. Sales are making rapid progress towards national business; we believe that in the future thousands of paks will be sold through the stores to take care of the buying public's need in paks. Our business on paks is very satisfactory and it seems to be more active in bookings at this time of the year. There have been

more inquiries in a retail way this fall than last year at this time, although we do not expect any large volume of business. Would state a modest business is all that can be expected under the circumstances; however, time and conditions will right themselves, so that next spring will see a good volume of business, both in the wholesale and retail, although we believe that conservative buying will be practiced by everybody.

"Prices have been reduced both on the wholesale and retail in this section of the country and in our estimation cannot go any lower if there is going to be any profit left for the Nurserymen. Believe that the Nurserymen can cut the price too much for their own good; care should be taken in my estimation in reducing prices to the buying public. General slicing of prices does not help business any in volume and merely takes the profit out of the sales. Believe that if a fair average price is maintained it is better for the Nurserymen than if the prices are too low either wholesale or retail. We still have a lot of faith in the Nursery business and believe it will come back when the depression is over and, from all indications by talking to people in this territory, the worst is over now, and business is on the incline for better times. Judgment should be used in producing stock; it is better to be short of items than long; when a Nurseryman cleans out his stock he can help by buying from his neighbor Nurserymen; and this will help others clean up their stock.

Wedge Nursery

Founded in 1878 at Albert Lea, Minnesota, by Clarence Wedge, for many years president of the Minnesota State Horticultural Society. Robert C. Wedge, his son, taken into the firm in 1906, is now president of the incorporated company. This Nursery in its infancy was known as the Echo Farm Nursery. Crowded out of their quarters on the old Echo Farm location in 1900, the present site of the business was purchased, a splendid acreage, to which has been added from time to time the improvements and buildings which mark the growth and progress of one of the leading Nurseries of the northwest.

Nursery Liquidation Sale

Announcement is made that by order of the U. S. District Court, the trustees have been ordered to sell the entire stock of flowers, plants, bulbs, etc., of Triangle Farms, Circleville, Ohio. Nurserymen, wholesalers, dealers, brokers, etc., are urged to visit Triangle Farms, select what is desired, and buy it on the spot. The sale comprises approximately 2,000,000 gladiolus bulbs; 1,000,000 iris; 600,000 tulips; 5000 narcissus; perennials; lilies; rock garden plants, miscellaneous bulbs. Further information can be secured from Trustee H. B. Colwell, Circleville, Ohio.



Pyramidalis Arbor-Vitae in Earl Ferris Nursery, Hampton, Iowa

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



**CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE**
Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.
Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

Published Semi-Monthly by
AMERICAN FRUITS PUBLISHING CO., INC.
39 State Street, Rochester, N. Y.

G. R. OLCOTT - - - Pres. and Treas.
L. M. GEMINDER - - - Editor and Gen. Mgr.
Phone: Main 5728
Chief International Publication of the Kind

SUBSCRIPTION RATES
One Year, in advance - - - \$2.00
Two Years, in advance - - - 3.00
To Foreign Countries (Canada \$3.50) - - - 2.50
Single Copies - - - .15

ADVERTISING RATES ON APPLICATION
Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., OCTOBER 1, 1932

Ralph Thrall Olcott Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the **AMERICAN NURSERYMAN** on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printers' Ink.

The Mirror of the Trade

COOPERATIVE GROWERS ASSOCIATION

The cooperative growers association, plans for which have been submitted by mail to members of the Southwestern Nurserymen's Association, (presented in another column in this issue), would seem to offer to Nurserymen many benefits, among which are the following: A more orderly and less costly production policy; a consequent holding down of surpluses to the minimum; and the obtaining of the best possible prices for the individual Nurseryman with elimination of a lot of the cut-throat competition that has prevailed on many sides within the last year or two.

One prominent Southwest Nurseryman expresses his opinion of the whole subject as follows: "In my judgment this will or could be a solution to many of our problems, but its success will undoubtedly depend on the efficiency of the management and the faithful cooperation of at least 70% of the growers. And it will have to be profitable to belong to before the growers can be held together.

"To my mind the problem offers a great many difficulties when we attempt to combine the growers or dealers in all classes of Nursery stock in one organization but this may be worked out by some one who has given it more study. Deciduous stock could easily be assembled and graded according to the proper standards in some central location and when handled that way buyers would know for certain just what grade they were going to get. As it now stands, from my experience, I sometime doubt if many of the small growers could give a definition of the grades. This also applies to balled stock. But I doubt the feasibility of assembling stock economically.

"One plan advanced allowing each grower to ship direct—I think, would mean grief to the selling organization on account of the probable variation in grades, which I believe should be as uniform as apples, oranges, or anything else, if they are sponsored by the organization selling them. However, I am in hopes some plan can be worked out to save the loss that now exists, or a large part of it, to the industry.

"I would be glad, if it is successful, to see it affiliated with a national cooperation association. It certainly holds a promise of many advantages and, if the various interests composing an organization of this kind can hold together and keep faith with each other until it is firmly established, the chances would be good for its success."

In our connection with the edible nut trade, through the publication of a trade journal for that industry over a period of eighteen years, we witnessed the formation of a national pecan marketing association under the sponsorship of the Federal Farm Board, along the same principles as are now being considered by the Southwestern Nurserymen's Association. The organization by the pecan growers was effected to develop standardization of grades and more effective distribution of the several varieties of pecans grown, also for increasing consumption by advertising, to stabilize prices, etc. As a result of the impetus given the Pecan Industry by the active cooperation of the U. S. Government through the incorporation of the \$500,000 National Pecan Marketing Association and through Government aid in organizing affiliated field stations in all the states of the pecan belt for the systematic, business-like marketing of pecans, the organization revolutionized distribution methods in the industry. Everywhere throughout the Belt there was unprecedented activity. Hundreds of thousands of pounds of pecans were

immediately pledged for handling through the new association—and the organization is still going strong.

We do not say that a similar organization for the Nursery trade will do as much for that industry—but certainly, results of other industries that have tried this cooperative plan are gratifying and encouraging. Some Nurserymen to whom the plan has been presented do not think much of it—do not believe it can be adapted to fit the needs of the Nursery industry. However, should the plan be adopted by the Southwestern Association, we believe the subject will prove one of much interest to Nurserymen in every part of the country.

We would welcome expressions from Nurserymen at all points, as to their opinion of the benefits to be gained by such an organization.

Trade Association Functions

The Trade Association Department of the U. S. Chamber of Commerce is making a survey of the manifold activities engaged in by national trade associations in 1931. It is expected that results will show a wide range of subjects as a regular part of association activities. The following have already been listed: Accident prevention, accounting, cooperative advertising, arbitration, business standards, certification and grading of products, the elimination of unfair trade practices, credit service, economic planning, employer-employee relations, employment service and stabilization, insurance, inspection service, labor problems, legal aid, cooperative marketing, research, standardization and simplification, tariff and taxation.

Perhaps Nursery trade associations may note activities which it will prove desirable to add to present association functions.

Highway Beautification Indorsed

Hearty approval of a plan to beautify New Jersey highways with suitable planting was voiced by members of the New Jersey Association of Nurserymen in session at Atlantic City last month.

The meeting held in conjunction with the Atlantic City Garden Pageant unanimously adopted encouragement of the movement for road beautification begun by the South Jersey Blossom Time Association.


The campaign calls for the planting of trees that blossom in the spring, and afford foliage in the summer and autumn, in addition to seasonable flowers. The association will hold a flower show confined to its own members in the Robert Treat Hotel, Newark, early in March next year.

Andorra Nurseries Chestnut Hill, Pa., are to build a woodland park to surround Marble Hall Natatorium at Conshohocken, Pa., part of which building is a 250-year-old dwelling.

Price Cutting Decried


You must increase the desire for your goods in order to improve buying. Putting the price down doesn't increase desire to any extent, and it's certain that we can't continue to move goods at losing prices. Better reduce the volume and sell less at a profit than to sell a lot and lose money.

Many Nurserymen have thought that cutting prices would increase business, but they are finding otherwise. If you have just paid a dollar for a fine meal you wouldn't pay five cents for another one when you didn't want it. It's the same with Nursery stock. Remember this also, what has been made can be made worse and sold for less. The best policy is to improve one's stock and sell only the best at reasonable prices. This increases demand for good stock, and the Nurseryman can live.—C. B. Miller, Milton, Ore.



THE ROUND TABLE

Comment and Suggestion
By Readers For the
PROGRESS OF THE INDUSTRY



Trade Invited to Mid-West Horticultural Exposition

Editor American Nurseryman:

Through your columns, I would like at this time to extend an invitation to all Nurserymen and plantmen a very cordial invitation to visit and exhibit at the Ninth Mid-West Horticultural Exposition to be held in Marshalltown, Nov. 15-20. This Exposition, held under the auspices of the Iowa State Horticultural Society cooperating with its affiliated societies and the Marshalltown Chamber of Commerce, covers the entire scope of mid-western horticulture and in certain classes the entire United States and Canada. Invitation is extended by sponsors of the Exposition to all the horticultural societies throughout the great Mid-West to cooperate in the Exposition. Invitations are also extended to all horticulturists, Nurserymen, florists, beekeepers, etc., to exhibit at the Exposition and to show the people of the great Mid-West the kind of products which they have produced in the year of 1932.

The Iowa Nurserymen's Association will hold its twelfth annual convention on November 16th, during this Show.

Wheelock Wilson,
Wilson Nursery Service
Marshalltown, Iowa

In the official premium list there are offered cash premiums to the amount of \$5,871. There will be signs posted inviting visitors to make arrangements with exhibitors to buy exhibited products to be released after the show. Earl Ferris, Hampton, Iowa, is General Superintendent of Exhibits. For concession privileges or further information, inquirers are instructed to write R. S. Herrick, Secy., Iowa State Horticultural Society, State House, Des Moines, Iowa.

The New Peach With the "Skin You Love to Touch"

The new Candoka peach made its formal bow last month in the orchards of the Columbia and Okanogan Nurseries at Wenatchee, Wash.

The name Candoka (pronounced can-doe-kah) is a coined word and is formed from a combination of some of the letters and syllables which are contained in the company name of the introducer, which name is often abbreviated in the "C. and O." company.

The new peach is somewhat like the J. H. Hale in shape, although it is about half again as large in size. It is of gorgeously brilliant color—an extremely red "sun-burst" color. The meat is firm and of fine texture. And it is a "fuzzless" peach—with that "skin you love to touch."

The original tree was discovered in 1927 in an orchard near Tonasket, Wash. At the time it was perhaps seven or eight years old and was heavily loaded with ripe fruit. It was discovered by A. T. Gossman, president of the Columbia & Okanogan Nursery Company, who was inspecting the orchard where the tree was discovered. It was the marvelous color of the fruit that attracted his attention. At a distance of a few feet the tree appeared to be loaded with large deep red apples; further examination showed that the fruit not only had this intense, deep red color wherever exposed to the sun light, but that the skin was exceptionally smooth, being nearly free of fuzz or down. At the time, about August 30, the fruit was ready to pick, as was also the fruit on the adjoining J. H. Hale trees. The peach was found to have excellent flavor and so exceptionally firm that it would be a good shipper. It could be left on the tree until nearly tree-ripened before being picked, thus assuring the consumer a peach with tree-ripe flavor. This is very important as most varieties of peaches must be picked green in order to withstand shipping. As a result they often arrive on the market withered and with inferior flavor.

Genetics Congress Huge Success

"The principal unique feature of the International Genetics Congress held at Ithaca, N. Y. in August was furnished by the exhibits," said Prof. R. A. Emerson, of Cornell University. "This was the first time that any genetics congress has attempted to exhibit the results of genetic research; and no science congress of any kind, so far as I am aware, ever before attempted an exhibit on anything like the same scale. Thirty-nine rooms in five university buildings were filled with indoor exhibits; and a garden of three acres was devoted to growing plants. Exhibits were sent by 350 persons. More time was spent among the exhibits than in listening to papers; many members skipped the papers to study the exhibits."

"About 550 members attended the congress; about seventy of these were from other countries. Had conditions been better, 200 Europeans would have attended. Many members brought their families, even young children, who were cared for by a local committee of young women. At the picnic at Taughannock Falls State Park more than 800 persons were fed."

"The next genetics congress will be held five years from now, presumably in some European country. The choice of a place was left to the permanent international committee."

San Felipe Nurseries, San Bernardino, Cal., were the donors of enough giant dahlias to fill an array of vases under the canopy of the National Orange Show exhibit at the Los Angeles County fair.

Say you saw it in "American Nurseryman."

NURSERY DISEASE NOTES

N. J. Agricultural Expt. Station

Mildew on Plane Trees

Numerous cases of serious mildew infection on plane trees have been noted during the past month, particularly in South Jersey. The disease has been very definitely limited to the smaller younger trees and in many cases partial defoliation has resulted. The infected leaves bear dense white cottony patches of fungous growth, normally on the upper surface but frequently, if the infection is severe, occurring on the lower surface also. Infected leaves are curled and crinkled and if heavily infected become yellow and drop. As with the previous leaf disease, no permanent damage is done to the tree, and unless heavily infected no visible retardation in growth of the current season can be detected. However, repeated infections of increasing severity will cause a stunting of growth.

This mildew, like all powdery mildews, is amenable to control with sulfur dusts or sprays. However, since the leaf and twig-blight disease of planes is more serious and just as widespread sulfurs are not recommended as special sprays for mildew. Bordeaux mixture used as the leaves are expanding in the spring and at intervals during the summer for the control of the leaf and twig-blight disease, will control mildew also.

Black Leaf Spot of Elm

The black leaf spot of elms is the most prevalent leaf spot disease of elms, but does not cause any material injury since it usually does not become severe until early in autumn soon before the leaves fall. It has long been known on our American elms, and has been observed on the English elm (*Ulmus campestris*) and the Siberian elm (*U. pumila*). There seems to be no evident difference in the susceptibility of these elms to the disease, but even if heavily infected, no damage is done to the tree. Only in exceptional years, it is said (and I have yet failed to see one) does it cause early defoliation in the summer.

Walnut Troubles

Several inquiries, with specimens, have been received concerning troubles on walnuts this year that have been planted as ornamental shade trees. The black walnuts in certain sections are infected with the brown leaf spot disease. This trouble is not unusually prevalent, however. Irregular dark brown, often almost black spots occur on the foliage during the early summer and these areas continue to enlarge. A large number of the infected areas on any one leaf causes that leaf to fall prematurely. The diseased areas often crack as they dry out giving a ragged appearance to the leaves even though they do not fall. Like most leaf spot diseases the fungus overwinters in the fallen leaves, where spores are formed in the spring to cause further infections on the new developing foliage.

The English or Persian walnut is being planted more and more in the east as a shade and ornamental tree and this season several cases of the bacterial blight of this tree have been noted. Early in the spring infections are evident on the leaves and twigs. On the twigs small cankers are formed, dark brown in color, which often cause the twigs to cease growth on one side. Frequently the young twigs are killed outright. The most evident symptom, however, and the one which causes the most concern, is the infections on the fruit. The green husks are spotted and at the blossom end of the fruit, a general browning or blackening of the husk is usually present. The advance of the bacteria in this region of the fruit causes a general shrivelling of the husk and the fruit falls from the tree before it is fully developed.

The bacteria overwinter in the small cankers on the twigs and the removal of these cankered areas on the twigs is the only remedy that will prevent further infections the following year on the new foliage and twigs. The destruction of all fallen diseased fruits is also recommended.

Surplus Stock Situation Very Much to Blame

For Present Economic Conditions in Nursery Trade President Baker Tells Southwestern Nurserymen—Suggested Remedy Practical if Nurserymen Will Cooperate

MOST of us have experienced, during the past two years, business that has not been as profitable to us as in former years. We cannot lay all of the blame for this on the general economic conditions but must put the blame where it belongs, that is, at the feet of the Nurseryman himself. While it is true that had the general business conditions continued as in 1928 and 1929, we would have been able to dispose of a great amount of stock, it is not by any stretch of the imagination possible to believe that we could have disposed of all the stock coming on with our present methods of marketing. This surplus however is no new thing. According to the records of one of the first Nurserymen's conventions held in America, over 100 years ago, the main topic of discussion was of surplus stock and what to do with it. As long as we have Nurserymen we will probably have surplus stock, because it is impossible to anticipate the demands on a product that takes from three to five years to grow. We can, however, reduce this surplus to a minimum by giving more time and thought to the marketing of our goods and less time to the production end.

I believe it would be a fair estimate to say that the majority of Nurserymen spend seventy-five per cent of their time on the production end and twenty-five per cent on the marketing end. This figure could well be reversed for the next three years and still have plenty of stock, except in a few cases. In the Southwest we are not bothered by outside competition from other territory but only from fellow Nurserymen within the territory. We are bounded on the west by the mountains and arid conditions of the plains and on the south by the Gulf of Mexico. The climatic conditions of the North make it impossible for Nurserymen of this territory to compete on the bulk of material grown and in the East the matter of distance is an almost insurmountable barrier.

While I do not believe it practical to get together and say how much stock each grower should grow I do believe that if each man would first give some thought to the amount of stock which he could dispose of at a reasonable price and grow the things that he can grow the cheapest, that it would do much to eliminate our surplus and naturally raise the price of stock accordingly. If however we continue to have Nurserymen who plant exorbitant amounts of stock with no thought of their ability to market same we shall continue to have the dreaded surplus hanging over our heads and correspondingly low prices.

To make a long story short, do not plant more than you feel you can reasonably market, give more thought to the selling of stock and less to production, and you shall find that the Nursery business in general will be lifted to a higher plane of prosperity and that Nurserymen will be elevated to a better standing in their communities.

PRIVET and BERBERIS
Splendid Stock
 Write for Special Quotations.
LESTER C. LOVETT
 Milford Delaware

Blister Rust Quarantine Revised

The Department of Agriculture has announced a revision of the white pine blister rust quarantine regulations which will widely increase the market for five-leaved pines raised under conditions in which they are protected from rust infection. This quarantine regulates the interstate shipment of white pines and of other five-leaved pines and of currant and gooseberry plants in the continental United States. The revision is not to become effective until January 1, 1933, but is published at this time in order that Nurserymen may become familiar with its provisions.

Five states are added to the list of infected states under the new regulations, namely, Iowa, Maryland, Ohio, Virginia, and West Virginia. Since the District of Columbia is surrounded by infected states, it is also classed as infected although the blister rust has not yet been found within the limits of the District. States which have previously been listed as infected and to which the new revision therefore also especially applies are Connecticut, Idaho, Maine, Massachusetts, Michigan, Minnesota, Montana, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont, Washington, and Wisconsin.

Heretofore an embargo has prohibited the shipment of all five-leaved pines from infected to non-infected states. This embargo is now removed and the Federal pine-shipping permits which heretofore authorized shipments only between infected states may now be used for shipping to non-infected states also. This change is based on the satisfactory results of the protective work carried out around Nurseries for several years.

The embargo which has hitherto prohibited the movement of five-leaved pines from points east of the Missouri Valley to Western States is also removed.

The new revision also has the effect of restricting somewhat more than heretofore the interstate movement of five-leaved pines grown in lightly infected states, as such shipments (except into and between the New England States and New York) will hereafter be limited to pines carefully protected from blister rust infection from the time of planting the seed. Such protection is given by raising the Nursery stock in an area in which there are no currant and gooseberry plants within certain prescribed distances. Within and between the New England States and New York, control-area

permits obtained from the state of destination may be substituted until further notice pending the growing of adequate supplies of protected pine planting stock within that area.

Restrictions on the interstate shipment of currant and gooseberry plants are made less stringent in the new revision than they have been heretofore. In the future the regulations will not require that such plants be disinfected in lime-sulphur solution unless they are being shipped with leaves or with active buds.

The former control-area provision for currant and gooseberry shipments is continued. Nine states have established or are establishing areas in which the growing of currant and gooseberry plants is prohibited in order to protect the pine trees in those areas from infection. To ship currant and gooseberry plants into those states, control-area permits must be obtained from the proper officers of the state into which the plants are to be shipped.

New Roses For Registration

The following roses have been approved by the registration committee of The American Rose Society and notification having been sent to the foreign Rose Societies, are proposed for registration as follows: **GOLDEN RADIANCE**, H. T., originated with Jackson & Perkins Co., Newark, N. Y. Parentage, Radiance Seedling x Lillian. Description—This plant is the same as Radiance in habit; character of foliage; freedom of growth and hardiness; form of bud and flower; size when fully open; number of petals; fragrance; freedom of bloom; and lasting quality. Flowers are borne singly. Color: Reddish gold turning to gold with a slight blush. The rose is similar to Radiance but is different in color and superior because of the new color in the Radiance group.

CLIMBING LUXEMBOURG, H. T., originator—J. B. Wight, Wight Nursery & Orchard Co., Cairo, Georgia. Parentage—Sport of Luxembourg. Description—A climber with light green, leathery foliage; strong grower and hardy. The bud is long pointed, which opens into a semi-double, 4 inch, flower when fully open, with 30 to 36 petals; borne singly on stem; moderate fragrance; color, deep pinkish orange in bud to lighter shade full blown; deep yellow base petals. This rose is a profuse bloomer and has good lasting quality. It is similar to Bush Luxembourg but is different in longer stems and stronger buds, and superior because of its being a stronger grower.

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You will find no surplus of these items in any nursery.

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White Birch (*Betula papyrifera*)
 4-6 feet.....\$12.00 per C; \$ 90.00 per M
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 4-6 feet..... 15.00 per C; 95.00 per M
 6-8 feet..... 25.00 per C; 190.00 per M
Hardy Sugar Maple (*Acer saccharum*)
 6-8 feet..... 28.00 per C; 225.00 per M
 Complete list of evergreen and deciduous seedlings and transplants on request.

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Ornamental Stock

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ELMS—Thousands of them, *American*, *Vase* and *Mo-line*. Finest that grow, up to 3 inches.

SOFT MAPLE—Large quantity, up to 4 inches.

NORWAY MAPLE—Up to 2½ inches

PEONIES—100,000 best varieties

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A general line of other items in lesser quantities.

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The Storrs & Harrison Company
PAINESVILLE, OHIO

Crop Prospects of Foreign Tree and Shrub Seeds

Conditions in Austria and Central Europe Promise Good Year for Suffering Nurserymen Says Austrian Correspondent—Quality Plants At Low Prices Possible

IN the first place we report about the fruit tree seeds, as the crop of the larger part of these items has already begun and several articles are already available for shipment.

Among the fruit tree seeds, especially the true Austrian wild apple and wild pear seeds interest the American Nurserymen. Whilst the pear seeds, after the last year's good crop, show this year nearly a total failure, the apple seeds show quite the contrary and at cheap prices large quantities of excellent seeds may be had.

The "Vogelkirsche" (*Prunus avium sylvestris*, Mazzard Cherry) which is much asked for and only seldom is supplied of the true variety, has had a good middle crop in Austria.

Prunus Myrabolana, *Morus alba* and *Morus tatarica* have had good crops, those of *Prunus Mahaleb* and *Prunus St. Julien* (Mirabelles) are smaller, but yet sufficient.

The crop of *Prunus padus* is very good, as is already to be seen from the exorbitantly low price for this tree seed which is still too little known.

There will be sufficient seed of *Rosa canina* and of all the cultivated varieties of *Canina* and of *Crataegus monogyna*.

As to the conifers, there will be very good crops of *Pinus austriaca* the principal product of Austria, and of *Pinus montana mugus* the true dwarf type, which is much asked for and to obtain which is difficult.

The crop of *Abies pectinata* is nearly a failure and the price will be very high.

The crop of *Pinus sylvestris* (Scotch Pine) will be smaller than last year's crop and the prices of *Picea excelsa* (Norway Spruce) will be higher than those of the preceding

years, because in the larger territories of production there are no crops and only in some forests cones are to be seen.

Larix europaea (European Larch) will have a middle crop, the price will be about the same as last year.

As to the exotic conifers, as far as they are gathered in our country, *Abies Nordmanniana*, *Abies pinsapo* and *Abies cephalonica* will have good crops.

About the varieties of *Cedrus* nothing certain is known at present, but it is probable that they will have crops.

There will be a good yield of the varieties of *Cupressus*, *Juniperus virginiana* (Red Cedar), *Pinus strobus* (White Pine), *Pinus halepensis* (Aleppo Pine), *Pinus excelsa* (Himalayan Pine), *Taxus baccata*, *Thuja Lobbi*, *Thuja occidentalis*, *Biota orientalis*.

The deciduous trees will have good crops, but as the month of August was very hot and dry, it is not excluded that one or the other variety will be spoiled before the crop. If the weather is good, there will be good crops of the varieties of *Acer*, *Alnus Fraxinus* and *Tilia*.

Fagus sylvatica and *Fagus sylvatica purpurea* will have small crops, but they will be of good quality.

Among the ornamental shrubs, *Cytisus laburnum*, the varieties of *Sambucus*, *Syringa vulgaris* and the varieties of *Viburnum* promise good crops and we shall be able to deliver especially *Syringa vulgaris* of first class quality at very low prices.

Among the climbing plants, *Ampelopsis Veitchi*, the varieties of *Wistaria* and *Clematis* will have good crops.

Cuxus sempervirens, *Berberis*, *Daphne mezereum*, *Liriodendron tulipifera*, the varieties of *Magnolia*, *Ilex aquifolium*, *Ma-*

honia aquifolium, *Rhus cotinus* promise good yields.

Gleditsia triacanthos (Honey Locust) and *Robinia pseudoacacia* (Common Black Locust) will have very good crops and will therefore be available at moderate prices.

In the whole, a good year which offers to the suffering Nurserymen the possibility to grow the necessary plants at low prices.

Jul. Stainer

Wiener-Neustadt, Austria

**NEW JERSEY
NURSERYMEN'S ASSOCIATION**
Fred D. Osman, New Brunswick, Secy.

The question of a spring flower show in 1933, competition therein confined solely to members, was favorably received by the New Jersey Nurserymen's Association at their recent meeting in Atlantic City. It was suggested that the show be held at the Robert Treat Hotel for two days, and that no admittance be charged. The whole subject was referred to the executive committee. In the event that the Flower Show is held, the annual meeting of the association will be postponed until the dates decided on for the Show.

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HARMEL PEONY COMPANY
BERLIN, MARYLAND

Paraffining, Pruning, Other Storage Treatment

Effects Thereof Upon Growth of Roses and Cherry Trees Grown For That Purpose

On the N. Y. Agricultural Experiment Station Grounds

By H. B. Tukey and Karl Brase, Continued From September 1, 1932 A. N.

Following this experience with Nursery stock secured from commercial concerns, stock was grown under known conditions on the Station grounds and subjected to a second set of storage treatments during the winter of 1930-31. Both roses and sweet cherries were used. The cherry trees were all 2-year-old trees of the Lyons variety, 50 for each treatment, 25 on Mahaleb roots and 25 on Mazzard. The roses were hybrid teas budded on Rosa multiflora japonica understocks, the varieties being Los Angeles, Luxemburg, and Ophelia. All plants were well grown, kept free from foliage troubles, dug when mature, and stored promptly after the following scheme.

- I. Corded in bins.
- II. Corded in bins and tops pruned.
- III. Corded in bins and tops coated with melted paraffin.
- IV. Trenched in sand.
- V. Corded in bins and tops coated with yellow crude scale wax.
- VI. Corded in bins, and tops pruned and coated with melted paraffin.
- VII. Corded in bins, and tops coated with cold miscible paraffin (Micol 180).
- VIII. Corded in bins, and tops coated with cold miscible paraffin (Micol 2015).
- IX. Corded in bins, and tops and roots coated with melted paraffin.
- X. Stacked in bins, with roots unprotected.
- XI. Trenched in sand and tops coated with cold miscible paraffin (Micol 180).
- XII. Trenched in sand and tops coated with cold miscible paraffin (Micol 2015).

The operations of cording, pruning, trenching, and paraffining were as outlined in the previous experiment. In the coating with cold miscible paraffin, two methods were used with equal success, namely painting with a brush and spraying with a portable power paint sprayer. The latter proved well adapted to coating plants with the cold emulsified paraffin, and was used in several commercial Nursery cellars on several thousand plants, the advantage being that the plants could be corded horizontally in bins with tops outward, and then rapidly coated in place by the one operation of spraying. As will be brought out later, the mechanics of operation are excellent and the material spreads well and gives a thin, inconspicuous, durable coating. The difficulty to date, however, lies with the effect of these emulsions upon the plants.

The results with cherry trees, given in Table III, bring out many interesting facts, the more important being: (1) Stock on Mazzard roots was more easily injured by treatment in storage than stock on Mahaleb roots; (2) cording in bins in the approved Nursery manner gave as good results as any treatment used; (3) paraffining improved neither the growth nor the stand, but actually resulted in slightly poorer growth and poorer stand in some instances; (4) trenched stock started growth early, with the consequent possibility of injury in handling; (5) stock sprayed with the two cold miscible paraffins was delayed two weeks in starting and the trees severely in-

TABLE III—The Effect of Storage Treatments upon Growth of Cherry Trees in 1931

Treatment	Number Plants	Average Shoot Growth (Ins.)	Average Number Growing Points	Per Cent Died
I Corded in bins				
Mahaleb	25	65.84	8.88	0.0
Mazzard	25	39.64	7.44	0.0
II Corded in bins and tops pruned				
Mahaleb	25	40.88	7.76	12.0
Mazzard	25	38.00	7.56	0.0
III Corded in bins and tops coated with melted paraffin				
Mahaleb	25	41.76	7.12	0.0
Mazzard	25	41.20	8.36	0.0
IV Trenched in sand				
Mahaleb	25	50.16	10.36	0.0a
Mazzard	25	39.72	8.40	0.0a
V Corded in bins and tops coated with yellow crude scale wax				
Mahaleb	25	44.76	10.04	4.0
Mazzard	25	49.44	8.16	12.0
VI Corded in bins and tops pruned and coated with melted paraffin				
Mahaleb	25	21.16	7.88	8.0
Mazzard	25	39.00	8.64	0.0
VII Corded in bins, tops coated with cold miscible paraffin (Micol 180)				
Mahaleb	15	27.06	7.2	13.3b c
Mazzard	15	39.66	4.9	20.0b c
VIII Corded in bins, tops coated with cold miscible paraffin (Micol 2015)				
Mahaleb	15	70.53	9.6	0.0b
Mazzard	15	36.60	8.0	0.0b
IX Corded in bins, tops and roots coated with melted paraffin				
Mahaleb	15	37.06	5.8	0.6d
Mazzard	15	15.46	2.0	73.3d
X Stacked in bins with roots unprotected				
Mahaleb	15	4.60	0.4	93.3
Mazzard	15	0.00	0.0	100.0
XI Trenched in sand, tops coated with cold miscible paraffin (Micol 180)				
Mahaleb	15	31.80	8.6	6.6b c
Mazzard	15	38.20	7.0	0.0b c
XII Trenched in sand, tops coated with cold miscible paraffin (Micol 2015)				
Mahaleb	15	24.60	4.9	26.6b
Mazzard	15	30.26	5.5	0.0b

a Started growth 14 days earlier than Treatment I.

b Growth delayed 10 days in comparison with Treatment I.

c Lenticels badly swollen and proliferated.

d Growth delayed 21 days in comparison with Treatment I.

jured by one of the two; (6) carefully cording the stock in bins and keeping the roots covered with moistened kraut is very important when contrasted with careless cording and omitting the kraut coverage on roots; (7) pruning prior to storage resulted in dying back of the tips in storage and decreased growth; (8) paraffining both roots and tops resulted in slow starting in the field and poorer growth.

The results with roses differ somewhat from those reported for cherries, as seen in Table IV. First of all different varieties of roses are affected differently by the same treatment. Ophelia, for example, was least affected by any of the treatments; Los Angeles was next, and Luxemburg was most easily affected.

There are many points of interest in the

table, chief among which are the following: (1) Roses stood more exposure to drying out of the roots without injury than did cherry trees, Ophelia being scarcely affected, although Los Angeles and Luxemburg were injured to a much greater degree; (2) paraffining the tops gave the best growth and lowest mortality; (3) paraffining both the roots and the tops resulted in satisfactory growth, quite by contrast to the results with cherry trees; (4) trenching in sand resulted in earlier starting and poorer growth in all cases; (5) pruning was not beneficial and slightly detrimental in some instances; (6) the two cold emulsions of paraffin affected the Los Angeles variety most severely, Luxemburg next, and Ophelia least; and (7) one of the two cold

(Continued on Page 122)

TABLE IV—Effect of Storage Treatments Upon Growth of Rose Plants

Treatment	Variety	No. Plants	Relative* Vigor of Plants	No. Weak Plants	No. Dead Plants
I Corded in bins	Ophelia	10	58	0	0
	Los Angeles	10	39	4	0
	Luxemburg	10	33	0	3
II Corded in bins and tops pruned	Ophelia	10	47	0	1
	Los Angeles	10	36	3	1
	Luxemburg	10	49	0	1
III Corded in bins and tops coated with melted paraffin	Ophelia	10	53	0	0
	Los Angeles	10	52	0	0
	Luxemburg	10	49	1	0
IV Trenched in sand	Ophelia	10	19	7	2
	Los Angeles	10	43	2	4
	Luxemburg	10	—	—	—
V Corded in bins and tops coated with yellow crude scale wax	Ophelia	10	57	0	0
	Los Angeles	10	48	1	0
	Luxemburg	10	—	—	—
VI Corded in bins and tops pruned and coated with melted paraffin	Ophelia	10	48	1	0
	Los Angeles	10	43	2	0
	Luxemburg	10	42	1	1
VII Corded in bins and tops coated with cold miscible paraffin (Micol 180)	Ophelia	10	51	0	0
	Los Angeles	10	28	7	0
	Luxemburg	10	49	0	0
VIII Corded in bins, tops coated with cold miscible paraffin (Micol 2015)	Ophelia	10	46	0	1
	Los Angeles	10	29	5	1
	Luxemburg	10	46	1	0
IX Corded in bins, tops and roots coated with melted paraffin	Ophelia	10	47	1	0
	Los Angeles	10	50	0	0
	Luxemburg	10	—	—	—
X Stacked in bins with roots unprotected	Ophelia	10	53	0	0
	Los Angeles	10	30	4	1
	Luxemburg	10	32	2	2
XI Trenched in sand, tops coated with cold miscible paraffin (Micol 180)	Ophelia	10	42	1	1
	Los Angeles	10	44	2	0
	Luxemburg	10	34	1	2
XII Trenched in sand, tops coated with coal miscible paraffin (Micol 2015)	Ophelia	10	43	0	2
	Los Angeles	29	29	5	1
	Luxemburg	10	29	1	0

*Computed on a basis of 7—very vigorous

6—vigorous

5—medium vigorous

2—weak
1—very weak
0—dead

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Nursery Trade Bulletin

President Hoover, says the Pacific Rural Press, has authorized the addition of 8,785 acres to Yosemite National Park, 5,061 acres already public property and the remainder purchased at a cost of \$350,000.

Nurserymen Lose Again

Bronx Park Department has transformed a corner of Van Cortlandt Park, Bronx, N. Y., into a hugh Nursery for trees and shrubbery. Formerly the Park Department purchased the thousands of trees it uses each year from privately-owned Nurseries.

Valley Garden Nurseries, Accord, N. Y., received a much merited first prize for a display of decorative evergreens and shrubs placed in front of the exhibit parish house at the West Park Flower Show. Not only were there exhibits from New York State, but exhibits were received by mail from Kansas, Missouri and California.

Warned of Nursery Fakers—State entomologist of Wisconsin has warned the public against dealing with unlicensed agents selling Nursery stock. Since all Nursery agents must carry the state license, prospective buyers are advised to ask to see it before they make any purchases. In some cases agents ask for a down payment on an order, but pocket the money and never send the goods.

Beetle Area in Pennsylvania

Quarantine restrictions for the Japanese Beetle, in Pennsylvania cover approximately the eastern half of the state, the line running pretty fairly south from the west border lines of Tioga to Franklin counties. The restrictions affect the movement of Nursery stock, greenhouse stock, soil, sand, compost and manure throughout the year. These may not lawfully be taken outside the quarantine district without inspection and certification by an inspector of the Dept. of Agriculture.

Prolong Sour Cherry Season

Two new varieties of sour cherries, which are being patented by Stark Bros. Nurseries, Louisiana, Mo., after several years' tests, are the *Eveline* which prolongs the present ripening season of Montmorency by two weeks, and the *Jordan*, an early variety, ripening two weeks earlier than Montmorency.

Both of these varieties have all the desirable qualities for commercial purposes. They are being introduced this fall by Stark Bros. Nurseries.

Store Orders Nursery Stock—An order for 10,000 ivy plants has been received by the Watchung, N. J., Garden Nurseries from a national 5 and 10 cent store system. The order is to be filled during the early part of November. The 76 acre Watchung Nursery is owned by Henry A. Vis and S. Ness, specializing in azaleas, everblooming hybrid tea roses, evergreens and dogwood trees. Mr. Vis, a Hollander by birth, has followed the Nursery business in several European countries before coming to this country.

The California Flower Festival at San Leandro, drew thousands of visitors and proved a huge success. There were 600 exhibitors, including Nurserymen, florists and amateur growers, competing for the \$4000 in prizes. One of the features of the show was the "World's Largest Bouquet"—a bouquet comprised of 25,000 chrysanthemums, which covered 4000 square feet of floor space. The show's visitors were not all Californians, many from surrounding states, an especially large delegation from Portland, Ore., attending.



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We offer for Fall 1932 and Spring 1933, complete line of Evergreens, Pink Flowering Dogwood, Azaleas, Deciduous Magnolias, Shrubbery, Shade Trees, Fruit Trees and etc.
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Merchandising As a Phase of Nursery Marketing

Distinct Difference Between Marketing and Merchandising Says Prof. H. H. Maynard, Ohio State University—Cost Accounting Practices Necessary—Price Policies Important Phase

THE problem of selling Nursery products are essentially the same as those of any other product. There is a distinct difference between marketing and merchandising. The former is the structure or channel by or through which goods are disposed; the latter is the skill and strategy of selling, or the ability to move merchandise. In other forms of business some are storekeepers and some are merchants. It is the merchant who moves his products. In the Nursery business selling is the big problem because it is more difficult than production. In selling, one is working with the human mind and must take into consideration human personalities and reactions.

The basis of successful merchandising is to have the right product. A merchant must have the right product at the right time. He must have a knowledge of the demands of his customers. In order to know what the customer wants he should analyze the market and know what is happening. The tendency today is to move into the suburbs away from apartment and hotel life. The Nurseryman should take this into consideration.

Price policies are an important phase of merchandising. A merchant should know what it costs to produce an article, the cost of selling the product, and the price that may be obtained for it. A practice of cost accounting is necessary. The Nurseryman should stop producing a losing article or do a better job of selling. Knowing 'he costs is of utmost importance. In order to sell above the market it is necessary to prove that the quality of the product is superior. In the production end there are two phases to consider, the production of quantity staple stock or of specializing in quality stock. There is opportunity in the latter phase.

Advertising policies are another important phase of merchandising. There are two methods of selling the customer, personal and mass selling. The basic sales psychol-

ogy of Nursery stock is the same as for any other product. Show the customer the need for the stock and the intensity of the need, then show him that your product is superior to any other. The need for Nursery stock can be intensified by sketchings and comparisons. Appeal to the pride of the customer, stress emulation, be exclusive—sell something rare, stress beautification, comfort and shade. Many people like to experiment with a new shrub to see the results and have something new.

In catalogues supply useful information that will help to sell the material. Tell the truth about the stock, include its weaknesses, such as hardness, insects and other troubles. Make the customer dissatisfied with what he has and have him replace it with something better. Use more direct mail. Furnish folders and leaflet for specialties in season. Too much is left to the annual catalogue."

Head Southern Association



Guiding the destinies of the Southern Nurserymen's Association; reading left to right: W. C. Daniels, Charlotte, N. C., secretary-treasurer; Owen G. Wood, Bristol, Va., president; L. M. (Deacon) Jones, Norfolk, Va., vice-president. Mr. Wood is also president of the Virginia Nurserymen's Association.

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Obituary

A. W. Latham

A. W. Latham, for twenty-nine years secretary of the Minnesota Horticultural Society, and who was honored in 1920 when a red raspberry was named for him, passed away August 17 in his 87th year at Pasadena, Cal.

Says Thomas E. Cashman: "The death of A. W. Latham has brought sorrow and gloom to those still living who had the good fortune to work with him, and to know of his sterling qualities. He was one of the courageous and determined pioneers who made it possible for Minnesota and the severe northwest to become profitable fruit bearing states, bringing untold wealth, comfort, and happiness to this part of the country where only wild native fruits would withstand the climate. It was A. W. Latham who kept united in a strong organization that wonderful group of pioneers who did so much for the fruit industry of the northwest. Old age compelled him to give up his labors as secretary of our Minnesota organization but he never lost interest in Minnesota's horticultural work. In the passing of Mr. Latham, Minnesota has lost one of its most esteemed citizens."

Mr. Latham was not merely a horticultural theorist. His intense love for trees, fruits and flowers made him a practical culturist from the beginning. Of greater significance than any memorial carved in stone to record the life of A. W. Latham, are the thousands of orchards and gardens throughout the length and breadth of Minnesota which stand as a living tribute to his memory.

I. F. Dains

I. F. Dains, president and general manager of the Western Stoneware Company, Monmouth, Ill., died September 6, from heart trouble. Mr. Dains was the originator of the idea for National Buying Week, sponsored by American Legion, which was put across, throughout the country, June 27-July 2 with such success. It was hoped, and so stated at that time, that Mr. Dains' idea would prove instrumental in turning the trick and release the log jam that had piled up in the stream of prosperity.

The death of L. G. Graves, Nurseryman, Farina, Ill., has been reported.

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PLANT PATENTS

New plants to which patents have been granted since President Hoover signed the amendment to the Patent Act in May 1930 are:

No. 1—Everblooming, a climbing rose, "New Dawn," to Somerset Rose Nurseries, New Brunswick, N. J., Aug. 18, 1931.

No. 2—Red rose, "Senior," to Frank Spanbauer, Kansas City, Mo., Oct. 13, 1931. Characterized and predominantly distinguished by petals which are scarlet crimson in color, semi-double in appearance, and in which the outer petals are inclined to be cordate in shape.

No. 3—White, pink-tinted carnation, "Joan Marie," to Otto A. Muller, to Florex Gardens, North Wales, Pa., Oct. 20, 1931. Characterized particularly by its white blossom slightly flecked with pink, unusually large in size and having a high center; its strongly constructed calyx; its still, unusually long stem; and its superior reproductive and keeping qualities.

No. 4—Young dewberry, thornless, to E. L. Pollard and J. E. Sherrill, Chino, Cal., Oct. 20, 1931.

No. 5—Red rose, sport of Talisman, to Victor Groshens, Roslyn, Pa., Nov. 10, 1931. Substantially the same blooming qualities as Talisman and characterized by petals having on the major portion of both sides the color of rose carthame.

No. 6—Rose, pink hybrid tea, "Sweet Adeline," Rapture x Souvenir de Claudine Pernet, to R. L. Catron to Joseph J. Hill Co., Richmond, Ind., Feb. 16, 1932. Characterized chiefly by its true rose pink color, long buds, superior keeping qualities, and a flower which when half-opened gives a distinctive gardenia-like effect.

No. 7—Peach, "Hal Berta," J. H. Hale x unknown yellow variety of strong and vigorous character, to James E. Markham to Stark Bros. Nurseries, Louisiana, Mo., Feb. 16, 1932. Characterized particularly by the lateness of the ripening period of its fruit (about two weeks later than Elberta).

No. 8—Red rose, "Mary Hart," to George B. Hart, Brighton, N. Y., Feb. 23, 1932. Substantially the same blooming qualities as Talisman and characterized particularly by having roses in which the petals are a red color of a shade between spectrum red and carmine.

No. 9—Hybrid Tea Rose, "Afterglow," Filed Dec. 13, 1930. Issued Feb. 23, 1932. Application by Robert Lee Catron, Richmond, Ind. Assigned to Joseph H. Hill Company, Richmond, Ind. Characterized chiefly by its yellowish-pink color, glossy green foliage, relative freedom from spines on the stem, long foliaceous sepals, and its free blooming, vigorous growing and disease resistant qualities.

No. 10—Climbing everblooming red rose, "Blaze," to J. W. Kallay to Jackson & Perkins Co., Newark, N. J., Mch. 8, 1932. Paul's Scarlet Climber x Gruss an Teplitz. Climbing rose characterized by its ever-blooming habit.

No. 11—Hybrid Tea rose, "Ambassador," to C. W. Hjermin and Paul E. Weiss to Premier Rose Gardens, Maywood, Ill., Mch. 22, 1932. Characterized chiefly by its rose red color, flushed with orange yellow, semi-double petalage, foliaceous sepals, heavy dark green foliage, and superior producing qualities.

No. 12—Red plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932. Characterized particularly by the ripening period of its fruit (extremely early) and the freestone characteristic of its seed.

No. 13—Yellow Plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932. Characterized by the clear golden yellow color of the skin of its fruit.

No. 14—Carmine plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932. Characterized chiefly by the early ripening period of its fruit.

No. 15—Yellow freestone peach, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisville, Mo., Apr. 5, 1932. Characterized particularly by the ripening period and color of the skin of its fruit.

No. 16—Plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., May 10, 1932. Characterized by shape and color of its fruit (red skinned, golden fleshed) and size of its seed (medium to rather large).

No. 17—Freesia, giant white, to William R. Elder, to Elder & Elder Nurseries, Indianapolis, Ind., May 24, 1932. Characterized particularly by its large size, waxy white lily-like color, regular and pleasing shape, bright green foliage, and the relatively small size but great number of corms produced.

No. 18—Plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., July 19, 1932. A plum tree characterized particularly by the chrome yellow color and the firmness of the flesh of its fruit.

No. 19—Dahlia, to Harold L. Ickes, Hubbard Woods, Ill., July 19, 1932. A dahlia characterized by its Coral red color shading to Eugenia red toward the center, involute florets and strong healthy growing habits.

No. 20—Yellow Rose, to Earl H. Mann, to E. G. Hill Co., Richmond, Ind., Aug. 23, 1932. Characterized by the deep rich golden color of the major portion, its fragrance, long and stiff stems, and the pointed shape and long length of its buds.

No. 21—Cerise Rose, to Earl H. Mann, to E. G. Hill Co., Richmond, Ind., Aug. 23, 1932. Characterized by its deep cerise pink bloom, with a yellow base at its petals, its large and pointed buds, its sweet scented spicy fragrance, its long and strong stems, and its prolific production of blooms.

No. 22—Rose, to Chas. N. White, Medina, N. Y., Aug. 23, 1932. Fragrant, semi-double hybrid tea rose, characterized particularly by its amber yellow color, its vigorous growing habits and relative freedom from thorns.

No. 23—Rose, to Robert Lee Catron, to E. G. Hill Co., Richmond, Ind., Aug. 23, 1932. Characterized by its bloom being brilliant cerise in color, having a delicate and attractive fragrance of long duration, and in which the petals are unusually prolific and of very large size.

No. 24—Carnation, to William Sim, Saugus,

HARDY PERENNIALS AND ROCK PLANTS SEEDLINGS

All kinds of Delphiniums, Canterbury Bells, Fox-Gloves, Columbine, Hardy Pinks, Hardy Asters, Hardy Candytuft, Achilles the Pearl, Wallflowers, Dbl. Hollyhocks, Hardy Alyssum, Pyrethrum, Lythrum Rossum, Liatris (Blazing Star), Oriental Poppies, Veronica, Anchusa Drapmore, Dbl. Sweet William and Newport Pink, Red Hot Poker, Chinese Lantern, Gypsophila, Rudbeckia, Gaillardia, Coreopsis, Veronica Incana, Achillea filipendulina, Anthemis (Hardy Yellow Marguerite), Lychnis Chalcidonica, Chelone, Agrostemma, Dianthus Deltoideus, Valeriana (Garden Heliotrope), Lavender (Lavendula Vera), Sweet Weivelsfield, Lupinus, Hibiscus.

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Mass., Aug. 30, 1932. Characterized by a bronzy yellow color suffused with pink and with a white edge.

No. 25—Hybrid tea rose, to Wallace R. Pierson, Cromwell, Conn., August 30, 1932. Characterized chiefly by its golden yellow color, full petalage, stems free of spines and thorns, and semi-glossy leaves.

No. 26—Strawberry, to Bert W. and Bud H. Keith, Sawyer, Mich., Aug. 30, 1932. Characterized by its conic to large conic shape, its firmness, and its fine canning qualities.

No. 27—Mushroom, to Louis F. Lambert, Coatesville, Pa., Sept. 20, 1932. Characterized by a white cap with floccose scales oxidizing to a pale buff or golden tint.

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Important Trade Problems Studied by C. A. N.

President Asher Stresses Importance of Over-Production Evil — Ladies' Auxiliary Formed—Fine Lot of Trade Exhibits—Well Attended Convention

MORE than one hundred leading Nurserymen met at Riverside, Cal., the occasion of the twenty-second annual convention of the state association, Sept. 22-24.

Convention delegates were welcomed by Mayor Joseph S. Long, who praised the Nurserymen for the help they had given in raising Southern California out of the desert and bringing forth beauties in home gardens, and parks. Response was made by Ernest Braunton of Los Angeles.

President Asher's address had much to do with the subject of over-production. Said President Asher:

"Last year I think over-production was one of the Nurserymen's worries and there may be some today who have too much stock on hand. I believe, a general cleaning up of old stocks has eliminated a good portion of this, also propagation has been curtailed to a point where in a short time it will be necessary to produce more plant materials again. I hope we shall be able to work out some specific method of cooperation in the association to the end that plants will not be sold for less than their actual cost.

"I firmly believe an advertising or publicity program could be profitably carried out in this connection. Members and firms adhering to these standards could advertise certified plants and eventually the buying public would realize the value of properly grown and well developed specimens. The members of the Southern California association have done some splendid work on this line and have mailed out many thousand pieces of literature encouraging people to

purchase from Nurserymen displaying the certified emblem."

Gardens Help State

That the California garden had played an important part in the growth and development of California is the belief of President Asher.

"California gardens I believe are becoming more and more a factor in bringing people to our good state."

The program, as given in the last issue of the journal was closely followed.

Ladies Auxiliary Formed

Great interest was shown by the women attending the convention, in the organization of the Ladies' Auxiliary. Mrs. J. M. Asher, Los Angeles, was named president; Mrs. H. Plath, San Francisco, vice-president, and Mrs. J. H. Forsythe, Redondo, secretary-treasurer.

Moulton is Heard

Dudley Moulton, director of the California department of agriculture, spoke on the subject, "The State, the Law and the Plantsman." He discussed state laws as they affect the Nurseryman.

"State Nursery Service: Objects, Aims and Achievements," was the subject of a talk by J. D. Meriwether, chief of the bureau of Nursery service of the California department of agriculture.

Dr. J. H. Webber, former director of the University of California Citrus Experiment Station, Riverside, discussed citrus root stock trials and research work carried on by the citrus station.

Tetley Gives Talk

F. A. Tetley, Sr., member of the state highway commission, spoke on the subject, "The Significance of State Highway Beautification to the Nursery Industry."

County Agricultural Commissioner A. E. Bottel, who took an active part in negotiating for the establishment of the San Jacinto mountain state park, spoke on "California State Parks and Their Future Development."

Held Annual Banquet

At the annual banquet held at Mission Inn about 75 Nurserymen and their wives attended.

John A. Armstrong of Ontario acted as toastmaster and introduced the retiring officers, a number of whom made short talks, and the new officers. The evening closed with an entertaining literary and musical program.

At the round table discussions the following subjects were covered: "What's the Matter with the Nursery Business?" "The Deciduous Fruit Tree Situation," M. R. Jackson, Fresno; "Future of Citrus Tree Production," F. A. Tetley, Jr., Riverside; "Oh Boy! The Ornamentals," John A. Armstrong, Ontario; "Exporting California Plant Products," Roy F. Wilcox, Montebello; "Undesirable Discounts and Commissions," H. J. Scherer, Compton; "Important Details in Pest Con-

trol Measures," B. B. Whitney; "What About Certified Commercially Clean Nurseries?" Carl Hagenburger, West Los Angeles; "The Landscape Profession and the Nursery Business," Walter F. Sheetz, Riverside.

Trade Exhibit Arranged

In connection with the conclave a trade exhibit was arranged at the auditorium, in which were displays of many prominent Nursery firms.

F. A. Tetley, Jr., Riverside, exhibited six varieties of citrus trees, one and two years old, on different varieties of root stock.

The following firms also exhibited: Hobbs-Gregg Nurseries, San Dimas; Armstrong Nurseries, Ontario; H. Plath & Sons, San Francisco; Tetley Nurseries, Riverside; E. L. Koethen, Riverside; McMahon, Florist, Riverside; Crown City Nurseries, Pasadena; Roy F. Wilcox & Co., Montebello; Coolidge Rare Plant Gardens, Pasadena.

New Officers

George C. Roeding, Jr., Niles, was elected president; Jess Watts, Ontario, first vice-president; George F. Otto, Paul Doty, H. Kempf, R. E. Page, vice-presidents at large; M. R. Jackson, Fresno, treasurer; and the following directors, J. M. Asher, Los Angeles; H. Kempf, San Francisco; Roy F. Wilcox, Montebello; H. Plath, San Francisco; and H. J. Scherer, Compton.

Paraffining, Pruning Treatments

(Continued from Page 118)

emulsions of paraffin was more harmful than the other.

Practical Conclusions

The practical applications from these experiments are: The most important consideration in storage of Nursery stock is the treatment prior to placing in storage, such as growing, spraying, exposure to sun and wind during digging, and freezing of roots. Cording carefully in bins and covering the roots with moistened kraut according to the approved Nursery procedure is satisfactory for cherry trees; and paraffining is of no added benefit. Roses, however, may be benefited by the additional treatment of paraffining the top—some varieties more so than others. Paraffining the roots as well as the tops of cherry trees is harmful, whereas a similar treatment of roses results in little or no dying, although it is not a recommended practice. Cold emulsions sprayed on the tops with a power paint sprayer offer a rapid and convenient method of paraffining Nursery stock already corded in bins, but no particular brand of emulsified paraffin should be used until its effect upon the plants has been determined, since some may result in severe injury. Trenching in the Nursery cellar is no improvement over cording in bins, in fact, it results in early starting and resulting injury to the stock in handling.

To a Nurseryman Who Needs a Good Office and Sales Executive

Here is a man who is a thoroughly experienced nurseryman, capable of taking complete charge of office and sales department and producing results. His training has been in agency work, catalog and mail order, wholesale. Successful in selling nursery stock direct over radio. A hard worker, with a clean record and can give the best of trade references. This man would like to discuss the matter with you, at your convenience.

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2100	EDWARD MAWLEY
20550	ETOILE DE FRANCE
14870	FRAU KARL DRUSKI
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14260	FRANK W. DUNLOP
5800	GENERAL JACQUEMINOT
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6850	HADLEY
3100	HIS MAJESTY
15580	J. J. L. MOCK
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